



Steelcase

- ARCHITECTURAL SYSTEMS
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PRE-MOVE Communication Guide



HOW YOU COMMUNICATE MAKES A DIFFERENCE

What is key to a successful move? Regular communication that informs and involves employees before, during and after the move. Sharing the planning team’s strategic vision, critical issues and milestones helps to build excitement and support during this critical time.

By communicating regularly the goal is to:

- Minimize anxiety over change
- Foster an inclusive environment with shared purpose
- Open dialog and user engagement
- Help prepare for a smooth transition

Communication timetable:

In this guide we suggest a framework for an optimal communication schedule as well as provide some best-practices to help you through the process.

PHASE	SUGGESTED TOUCHPOINT	SUGGESTED TIMEFRAME
PRE MOVE	Announcement/ Kickoff	12-18 Months Before Move
	Pre-Move Survey	6-12 Months Before Move
	Move Updates & Communications	3mo, 2mo, 1mo, 14days, 7days
	Protocols Workshop	3-6 Months Before Move
	Develop Move-in Book	1 Month Before Move



PRE-MOVE KEY TOUCHPOINTS

ANNOUNCEMENT / KICKOFF EVENT | 12-18 Months before move

Purpose: Announce your move initiative to employees to help them understand what your company is doing and why. Welcome employees to the project & introduce them to the project timeline

- Explain the strategic rationale for the change (new location, update existing, change in footprint, etc.)
- Outline the expected timeframe
- Share the process you are using to determine requirements for the new workspace
- Introduce the Project Team
- Suggest research or reading that might be helpful for employees

Tip: An Employee advisory team can act as a conduit for questions and employee preferences

PRE-MOVE SURVEY * | 6-12 Months before move

Purpose: Surveys are an important tool to establish employee perspective on the workplace, creating a barometer for end-user needs and providing an opportunity for employees to voice their preferences.

- Establish a base line of workplace satisfaction and move protocol awareness (how and why are we doing this).
- This will help guide communication plan and determine what training and documentation is needed.
- Can be administered online or on paper

Tip: Survey as early as possible to use employee input as part of the design process.



* RED THREAD has resources available



PRE-MOVE KEY TOUCHPOINTS

MOVE COMMUNICATION | Update monthly for 3 months, send reminders at 14 and 7 days prior to move

Purpose: Periodic updates keep employees informed of project progress and cultivate engagement.

- Reiterate project vision and goals, project timeline and progress
- Share information about the color scheme of the new work environment, including surface material samples
- Demonstrate how information (surveys) impacts the project plan
- Share a list of key team members to answer questions
- Announce any new training or educational opportunities.
- If there is a pilot space, provide information about how it will be used and who will use it
- Outline what employees should expect on Move Day

Tip: Keep leaders visible throughout the project, both to articulate project goals and to model new ways of working.

PROTOCOLS WORKSHOP | 3-6 months prior to move

Purpose: A new workspace require new ways of working. We recommend developing and outlining new protocols.

- What etiquette behaviors will you expect employees to exhibit in the new space?
- What protocols should employees adhere to in shared spaces and common areas?
- How to distribute and encourage new protocols – booklet, intranet etc...
- Who's in charge of monitoring – how do we hold people accountable?

Tip: We suggest gathering a cross section of employees (from management & those who will be working in the new space)



PRE-MOVE KEY TOUCHPOINTS

MOVE-IN BOOKLET * | 1 Month prior to move

Purpose: The move-in booklet is a handy reference guide to share information on the new space such as; design intent, floorplan, space settings, protocols, wellness tips etc...

- Welcome employees to the new space and reiterate the vision
- Share design intent for each of the space typicals
- What etiquette behaviors will you expect employees to exhibit in the new space?
- What protocols should employees adhere to in shared spaces and common areas?
- What departmental resources are available for questions or support?
- What wellness elements are present / should be supported in the new environment?

Tip: Give one of these to each employee on move-in day along with a small gift of thanks